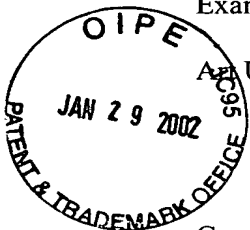


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02.27.02

Atty. Dkt. No. 084561-0103

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Mark LANDESMANN
Title: BUYER-DRIVEN TARGETING OF
PURCHASING ENTITIES
Appl. No.: 09/758,239
Filing Date: 01/12/2001
Examiner: Unassigned
Art Unit: 2161



INFORMATION DISCLOSURE STATEMENT
UNDER 37 CFR §1.56

Commissioner for Patents
Washington, D.C. 20231

Sir:

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Technology Center 2100

Submitted herewith on Form PTO-1449 is a listing of documents known to Applicant in order to comply with Applicant's duty of disclosure pursuant to 37 CFR §1.56. A copy of each listed document is being submitted to comply with the provisions of 37 CFR §1.97 and §1.98.

The submission of any document herewith, which is not a statutory bar, is not intended as an admission that such document constitutes prior art against the claims of the present application or that such document is considered material to patentability as defined in 37 CFR §1.56(b). Applicant does not waive any rights to take any action which would be appropriate to antedate or otherwise remove as a competent reference any document which is determined to be a *prima facie* art reference against the claims of the present application.

TIMING OF THE DISCLOSURE

The listed documents are being submitted in compliance with 37 CFR §1.97(b), before the mailing date of the first Office Action on the merits, and within three (3) months of the mailing date of the foreign search report.

RELEVANCE OF EACH DOCUMENT



Any document listed on the attached PTO-1449 was cited as being relevant during the prosecution of the corresponding International application. A copy of the International Search Report is attached setting forth the portion of each document considered relevant by the examiner.

STATEMENT

The undersigned hereby states in accordance with 37 C.F.R. §1.97(e)(1) that each item of information submitted in this information disclosure statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three (3) months prior to filing of this Statement.

Applicant respectfully requests that any listed document be considered by the Examiner and be made of record in the present application and that an initialed copy of Form PTO-1449 be returned in accordance with MPEP §609.

The Commissioner is hereby authorized to charge any additional fees which may be required regarding this application under 37 C.F.R. §§ 1.16-1.17, or credit any overpayment, to Deposit Account No. 19-0741. Should no proper payment be enclosed herewith, as by a check being in the wrong amount, unsigned, post-dated, otherwise improper or informal or even entirely missing, the Commissioner is authorized to charge the unpaid amount to Deposit Account No. 19-0741.

Respectfully submitted,

By

A handwritten signature in black ink, appearing to be "W. T. Ellis", written over a horizontal line.

William T. Ellis
Attorney for Applicant
Registration No. 26,874

Date: January 29, 2002

FOLEY & LARDNER
Washington Harbour
3000 K Street, N.W., Suite 500
Washington, D.C. 20007-5143
Telephone: (202) 672-5485
Facsimile: (202) 672-5399

Form PTO-1449
(MODIFIED)U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE

ATTY. DOCKET NO.

084561-0103

SERIAL NO.

09/758,239

INFORMATION DISCLOSURE CITATION

(Use several sheets if necessary)

APPLICANT

Mark Landesmann

FILING DATE

01/12/2001

GROUP ART UNIT

2140

U.S. PATENT DOCUMENTS

| EXAMINER INITIAL | REF | DOCUMENT NUMBER | DATE | NAME | CLASS | SUB- CLASS | FILING DATE IF APPROPRIATE |
|---------------------|-----|--------------------|------------|---------------|-------|---------------|----------------------------------|
| | C1 | 6,055,513 | 04/25/2000 | Katz et al. | 705 | 26 | |
| | C2 | 5,924,080 | 07/13/1999 | Johnson | 705 | 26 | |
| | C3 | 5,649,114 | 07/15/1997 | Deaton et al. | 395 | 214 | |
| | C4 | 5,592,560 | 01/07/1997 | Deaton et al. | 382 | 100 | |
| | C5 | 5,227,874 | 07/13/1993 | Von Kohorn | 358 | 84 | |
| | | | | | | | |
| | | | | | | | |

FOREIGN PATENT DOCUMENTS

| | REF | DOCUMENT NUMBER | DATE | COUNTRY | CLASS | SUB- CLASS | TRANSLATION | |
|--|-----|--------------------|------|---------|-------|---------------|-------------|----|
| | | | | | | | YES | NO |
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OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

| | | |
|--|----|--|
| | C6 | R. Briggs et al., "Advertising on the Web: Is there response before click-through?," <u>Journal of Advertising Research</u> , vol. 37, issue 2, pps. 33-45, NewYork, 1997. |
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EXAMINER

DATE CONSIDERED

* EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include any copy of this form with next communication to applicant.